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Food and Nutrition

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PRESIDENT FORD PROCLAIMS NATIONAL SCHOOL LUNCH WEEK, OCT. 13-19

ON SEPTEMBER 26, President Ford signed a proclamation officially designating the week of October 13-19 as National School Lunch Week. In his proclamation he paraphrased Winston Churchill when he said that the best investment any society can make is "putting milk into babies."

"By the same token," the President continued, "providing nutritious lunches for millions of American school children is a concrete way of investing in our future well-being as a Nation."

"Only healthy, well-nourished students can realize their fullest mental and physical potential and transform equality of opportunity from an ideal into a reality," he said. "Those who work in school lunch programs around the country--volunteers and employees of the Federal, State, and local governments which administer the National School Lunch Program--are helping to realize this goal."

To celebrate National School Lunch Week, schools across the country will be encouraging students to make special posters, with many highlighting the theme of nutrition awareness. Students will also take part in essay writing contests, "balloting" for favorite menus, and decorating cafeterias.

A universal menu, including a submarine sandwich, french fries, green beans, fruit cup, cookies and milk, will be served in most schools on October 16.

In support of the celebration, television stations across the country will be featuring a 30-second public service spot on school lunch, developed by FNS in cooperation with the American School Food Service Association. The spot stars "You Are What You Eat" circus performers, Peppy the Mouse and Tiny the Elephant, who explain why it's important to eat a nutritious lunch at school.

The spot has been sent to nearly 600 television stations, including 60 Spanish speaking stations. Some 200 consumer-oriented stations will also receive a color slide of the 1974 "You Are What You Eat" poster to be used during station breaks. In addition, more than 500 radio stations will carry 45-second and 3-minute spots about the child nutrition programs.

This year's National School Lunch Week will get a special boost from the stars of Morrie Turner's "Wee Pals" comic strip, who will be talking and thinking about the nutritious lunches they get at school. Turner's comic strip appears daily in over 100 newspapers and is read by 25 million people daily.

FNS IMPLEMENTS CHANGES IN SPECIAL MILK PROGRAM

THE FOOD AND NUTRITION SERVICE has made several changes in the Federal-State Special Milk Program, which helps pay for milk served to children in schools and other institutions.

Major changes include the following:

- The eligibility of needy children for free milk is now determined by the same standards that determine eligibility for free meals. When a child's eligibility is questioned, parents or school administrators may request a "prehearing" conference before initiating a formal hearing.

- Schools and institutions with no food service can receive reimbursement for up to two half-pints of free milk a day for needy children. Schools and institutions with food service can receive reimbursement for one half-pint of free milk a day for needy children in addition to the milk served with meals. Reimbursement for milk sold to children is increased to 5 cents a half-pint, to be adjusted annually to reflect changes in the Consumer Price Index's series for food purchased away from home.

- If milk is served to all children at no separate charge, reimbursement is 5 cents per half-pint.

- Milk distribution costs are no longer federally regulated. State agencies will assure that the charges to children are fair and equitable within the overall requirement that the program be run on a nonprofit basis and that Federal payments be used to reduce the price charged to paying children. This is similar to the structure of the National School Lunch Program.

- The formula for allocating funds to the States has been modified to reflect the impact of the free milk provision on the States' needs for funds.

These changes implement provisions of P.L. 93-150 and P.L. 93-347.

COMMISSION TO SURVEY NUTRITION EDUCATION

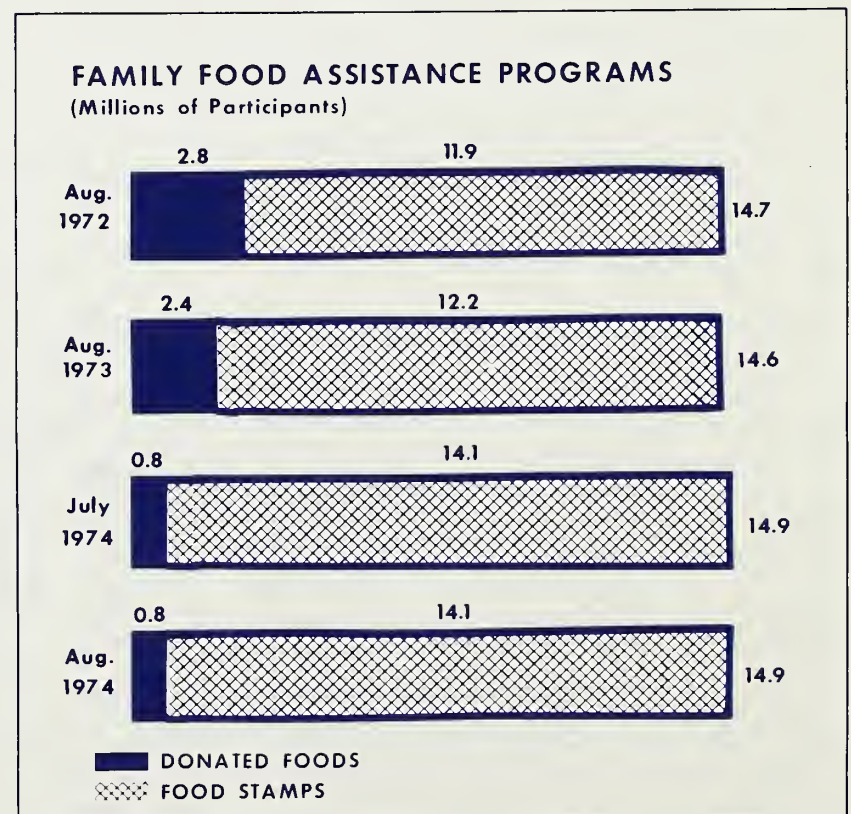
WHAT'S HAPPENING in nutrition education in the Nation's school systems? To

help find out, the Education Commission of the States has been awarded a \$48,594 contract from FNS.

During the next year, the Commission will gather data from the Department of Health, Education, and Welfare's Office of Education, from the education agencies of every State and the District of Columbia, and from a sample of local school districts across the country. The Commission will survey nutrition education activities at the Federal, State, and local levels, examining legislation, grants, contracts, projects, and school activities and curricula.

DUAL OPERATION PERIOD EXTENDED FOR RESERVATIONS

INDIAN RESERVATIONS transferring from the family food distribution program to the food stamp program can now operate both programs simultaneously for a transition period of up to 12 months. FNS normally authorizes a maximum of 3 months for dual operation during such a transfer. However, reservations may require extra time because of unique problems, such as lack of transportation.



and remoteness of food stores. The authorized transition period of up to 12 months may not extend beyond June 30, 1977, when legislation allowing distribution of USDA foods will expire.

WORK REGISTRATION RULE PROPOSED

UNDER AN AMENDMENT proposed by FNS, an individual who wants to retain eligibility for food stamps will have to accept a job which requires joining a bonafide labor organization recognized by the National Labor Relations Act.

The proposal, which is in line with regulations for the Work Incentive Program of the Department of Health, Education and Welfare, will not require the recipient to join a company union.

In order to participate in the food stamp program, all recipients, with certain exceptions, must register for and accept employment. Current regulations, however, allow a recipient to refuse a job in which he is required to join, resign from, or refrain from joining any legitimate labor organization.

The proposal appeared in the Federal Register August 21. Comments are now being evaluated.

CHEESE ALTERNATES APPROVED

SPECIFICATIONS RECENTLY PUBLISHED in the Federal Register allow the use of cheese alternate products in the National School Lunch Program and the Special Food Service Program.

Cheese alternate products may be made from conventional ingredients such as milk and animal proteins, and animal or vegetable fats. When served, they must be mixed with natural or processed cheese. The combined product may be used to meet all or part of the "meat-meat alternate" requirement of meals served by schools or institutions taking part in the school lunch and special food service programs.

Cheese alternate products are available in forms similar to mozzarella and American processed cheese. They are intended to be used as supplements to and not substitutes for meat, poultry, fish, or cheese. Meals containing these products will be eligible for USDA cash reimbursement provided that the cheese alternates meet nutritional and physical specifications of the Food and Nutrition Service.

ADVISORY COUNCIL MEETS

THE SUMMER MEETING of the National Advisory Council on Child Nutrition was held in Washington on July 25 and 26. Assistant Secretary Feltner met with the group to discuss some major areas of interest, including use of donated foods, implementation of the free milk provisions of the Special Milk Program, and evaluation of the WIC program. The Council's next meeting will be held in Scottsdale, Ariz., on December 9. This meeting will immediately precede the State School Food Service Directors meeting, which is to be held in Scottsdale Dec. 10-12.

FOOD PROGRAM PEOPLE

CHARLES M. ERNST, Administrator of the FNS Western Region, has retired after more than 30 years of federal service. Mr. Ernst joined USDA in 1941 as a trainee in the original food stamp program, and later worked with the school lunch program and USDA's food trades staff. He became Assistant Regional Administrator in 1960 and Regional Administrator in 1965.

R. HICKS ELMORE has been named Deputy Administrator of the FNS Western Region, succeeding George E. Randall, who retired on July 12. Mr. Elmore came from the FNS Southeast Regional Office in Atlanta, where he had served as director of the food stamp program since 1967. He joined USDA in 1962 as officer-in-charge of the Rocky Mount, N.C., field office. The next year he became head

of the State agency operations for the food stamp program.

LOUIS GALLEGOS is the new director of the food stamp program in the FNS West-Central Region.

He has worked with the program for almost 8 years, starting as an administrative assistant and then serving as an officer-in-charge and district manager in Colorado and New Mexico. He became assistant program director last year.

OFF PRESS

- "Free and Reduced-Price Meal Handbook" (FNS-106) helps schools develop their policies for serving free meals, free milk, and reduced-price meals to needy children. Incorporating the latest regulations, the 56-page book explains how to set a policy, submit it for approval, and administer it. The handbook is now being distributed to local school food authorities. Others can buy it for \$.95 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

- "Equipment Guide for On-Site School Kitchens" (PA-1091) offers schools expert help in planning new kitchens or in remodeling or equipping old ones. The book recommends types, sizes, and quantities of equipment needed to run an efficient, economical school lunch program serving between 100 and 1500 meals a day.

Local school food authorities receive the book free. The price is \$1.95 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

- "Guia Para Comer Mejor--A Daily Guide for Good Nutrition" (FNS-116) is a new Mexican American poster of the Basic Four Food Groups. Developed as a result of a nutrition education project

for migrant children and their mothers, the poster includes foods most frequently eaten by Mexican Americans.

The poster is being distributed to cooperating State agencies, and is available for 35 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20240.

- "A Menu Planning Guide for Type A School Lunches" (PA-719). This revised guide contains information to help school lunch personnel understand the relationship of Type A lunch requirements to the dietary needs of boys and girls. It has been distributed free of charge to all schools participating in the National School Lunch Program. It is available for \$1.00 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

- "Food Stamp Guide for Retailers and Wholesalers" (PA-534) and "Food Stamp Counter-Points--A Manual for Cashiers" (PA-997) have been revised to reflect changes in food stamp regulations.

- "Food Stamp Manual for Commercial Banks" (FNS-121). This new publication outlines the procedures commercial banks must follow in handling food stamps.

- "Food Stamps for You: Introducing Freddie Food Stamp" (FNS-119). The revised cartoon booklet incorporates recent food stamp regulation changes and provides updated definitions of terms used frequently by food stamp workers.

- "Food Stamp Facts--Fair Hearing" (FNS-73). The reprint includes a change in the time period required to notify a household that its food stamps will be reduced or ended.

Copies of the above are available from the Food Stamp Division, Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250.